

www.kpho.com

CBS5
Meredith Corporation
FED ID# 42-0410230
4016 N Black Canyon
Phoenix, AZ 85017
(602)264-1000

CONTRACT

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

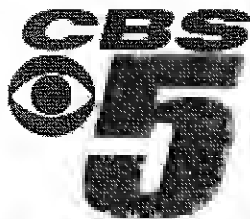
| | | |
|--|---|--|
| <u>Contract / Revision</u> 500269 / 1 | | <u>Alt Order #</u> 06397522 |
| <u>Product</u> NOW OR NEVER PAC | | |
| <u>Contract Dates</u> 10/26/12 - 11/06/12 | | <u>Estimate #</u> 3089 |
| <u>Advertiser</u> Now Or Never PAC | | <u>Original Date / Revision</u> 10/25/12 / 10/29/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> KPHO | <u>Account Executive</u> Matt Norten | <u>Sales Office</u> HRP-WASHING |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 25-54 | | |
| <u>IDB#</u> | <u>Advertiser Code</u> | <u>Product Code</u> |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|------|-------------------|-----------------|----------------------|-----------------|------|--------|-------------------|-------------|------|-------|------------|
| 1 | KPHO | 10/29/12 | 11/02/12 | CBS 5 NEWS @ 6A | M-F 6-7a | | :30 | | | NM | 4 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M-WTF-- | | | | 4 | \$450.00 | | | |
| 2 | KPHO | 11/05/12 | 11/06/12 | CBS 5 NEWS @ 6A | M-F 6-7a | | :30 | | | NM | 2 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | 2 | \$450.00 | | | |
| 3 | KPHO | 10/29/12 | 11/02/12 | CBS EARLY SHOW | M-F 7a-9a | | :30 | | | NM | 6 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | MTWTF-- | | | | 6 | \$500.00 | | | |
| 4 | KPHO | 11/05/12 | 11/06/12 | CBS EARLY SHOW | M-F 7a-9a | | :30 | | | NM | 2 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | 2 | \$500.00 | | | |
| 5 | KPHO | 10/29/12 | 11/02/12 | PRICE IS RIGHT | M-F 9a-10a | | :30 | | | NM | 3 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M--TF-- | | | | 3 | \$2,000.00 | | | |
| 6 | KPHO | 11/05/12 | 11/05/12 | PRICE IS RIGHT | M-F 9a-10a | | :30 | | | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$2,000.00 | | | |
| 7 | KPHO | 10/30/12 | 11/02/12 | YOUNG & THE RESTLESS | M-F 1059a-1159a | | :30 | | | NM | 2 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -T--F-- | | | | 2 | \$2,000.00 | | | |
| 8 | KPHO | 10/29/12 | 11/02/12 | CBS 5 NEWS @ 5P | M-F 5p-530p | | :30 | | | NM | 5 | \$9,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | MTWTF-- | | | | 5 | \$1,800.00 | | | |
| 9 | KPHO | 11/05/12 | 11/05/12 | CBS 5 NEWS @ 5P | M-F 5p-530p | | :30 | | | NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | 1----- | | | | 1 | \$1,800.00 | | | |
| 10 | KPHO | 10/30/12 | 11/02/12 | CBS 5 NEWS @ 530P | M-F 530p News | | :30 | | | NM | 4 | \$6,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -TWTF-- | | | | 4 | \$1,600.00 | | | |
| 11 | KPHO | 11/05/12 | 11/05/12 | CBS 5 NEWS @ 530P | M-F 530p News | | :30 | | | NM | 1 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |

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| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 10/26/12 - 11/06/12 | NOW OR NEVER PAC | 3089 |

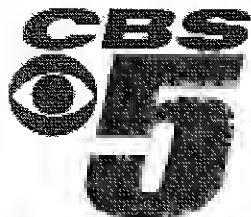
| | |
|-------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| Now Or Never PAC | 10/25/12 / 10/29/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|--|------|------------|----------|--------------------|------------------|------|--------|----------------|------|------|-------|-------------|
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12 11/11/12 1----- 1 \$1,600.00 | | | | | | | | | | | | |
| 12 | KPHO | 10/29/12 | 11/02/12 | CBS 5 NEWS @ 630P | M-F 630PM News | | :30 | | | NM | 5 | \$12,500.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 MTWTF-- 5 \$2,500.00 | | | | | | | | | | | | |
| 13 | KPHO | 11/05/12 | 11/05/12 | CBS 5 NEWS @ 630P | M-F 630PM News | | :30 | | | NM | 1 | \$2,500.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12 11/11/12 1----- 1 \$2,500.00 | | | | | | | | | | | | |
| 14 | KPHO | 10/29/12 | 11/02/12 | CBS 5 NEWS @ 10P | M-F 10p-1035p | | :30 | | | NM | 5 | \$15,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 MTWTF-- 5 \$3,000.00 | | | | | | | | | | | | |
| 15 | KPHO | 11/05/12 | 11/05/12 | CBS 5 NEWS @ 10P | M-F 10p-1035p | | :30 | | | NM | 1 | \$3,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12 11/11/12 1----- 1 \$3,000.00 | | | | | | | | | | | | |
| 16 | KPHO | 10/30/12 | 11/02/12 | DAVID LETTERMAN | M-F 1035p-1138p | | :30 | | | NM | 3 | \$2,700.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -T-TF-- 3 \$900.00 | | | | | | | | | | | | |
| 17 | KPHO | 11/05/12 | 11/05/12 | DAVID LETTERMAN | M-F 1035p-1138p | | :30 | | | NM | 1 | \$900.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12 11/11/12 1----- 1 \$900.00 | | | | | | | | | | | | |
| 18 | KPHO | 10/30/12 | 10/30/12 | NCIS | Tue 7p-8p | | :30 | | | NM | 1 | \$15,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -1----- 1 \$15,000.00 | | | | | | | | | | | | |
| 19 | KPHO | 11/04/12 | 11/04/12 | 60 MINUTES | Sun 6p-7p | | :30 | | | NM | 1 | \$18,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -----1 1 \$18,000.00 | | | | | | | | | | | | |
| 20 | KPHO | 11/04/12 | 11/04/12 | NFL Doubleheader-E | NFL Doubleheader | | :30 | | | NM | 1 | \$10,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -----1 1 \$10,000.00 | | | | | | | | | | | | |
| 21 | KPHO | 10/27/12 | 10/27/12 | CBS 5 NEWS @ 5P | Sa 5PM News | | :30 | | | NM | 1 | \$850.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----1- 1 \$850.00 | | | | | | | | | | | | |
| 22 | KPHO | 11/03/12 | 11/03/12 | Sa Late News | Sa 10p-1035p | | :30 | | | NM | 1 | \$1,500.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -----1- 1 \$1,500.00 | | | | | | | | | | | | |
| 23 | KPHO | 10/28/12 | 10/28/12 | CBS SUNDAY MORNING | Various | | :30 | | | NM | 1 | \$1,500.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----1 1 \$1,500.00 | | | | | | | | | | | | |
| 24 | KPHO | 11/04/12 | 11/04/12 | CBS SUNDAY MORNING | Various | | :30 | | | NM | 1 | \$2,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -----1 1 \$2,000.00 | | | | | | | | | | | | |
| 25 | KPHO | 10/28/12 | 10/28/12 | FACE THE NATION | Su 930a-10a | | :30 | | | NM | 1 | \$4,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----1 1 \$4,000.00 | | | | | | | | | | | | |
| 26 | KPHO | 11/04/12 | 11/04/12 | FACE THE NATION | Su 930a-10a | | :30 | | | NM | 1 | \$2,500.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -----1 1 \$2,500.00 | | | | | | | | | | | | |
| 27 | KPHO | 10/28/12 | 11/04/12 | Su Late News | Su 10p-1035p | | :30 | | | NM | 2 | \$4,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----1 1 \$2,000.00 | | | | | | | | | | | | |

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| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
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| <u>Advertiser</u> | <u>Original Date / Revision</u> |
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| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|--------|------|-------------------|-----------------|---------------------------|-------------------|------|--------|-------------------|-------------|------|-------|--------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----1 | | | | 1 | \$2,000.00 | | | |
| 29 | KPHO | 11/03/12 | 11/03/12 | NCAA F-Ball Prime | NCAA F-Ball Prime | | :30 | | | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----1- | | | | 1 | \$3,000.00 | | | |
| 30 | KPHO | 10/27/12 | 10/27/12 | NCAA Football Reg Season | NCAA Football | | :30 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----1- | | | | 1 | \$1,000.00 | | | |
| 31 | KPHO | 11/03/12 | 11/03/12 | Weekend Early News Specia | Weekend Early Ne | | :30 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | 1 | \$1,000.00 | | | |
| Totals | | | | | | | | | | | 61 | \$138,450.00 |

*Tax 1 Note: Tax 0.5%.

| Time Period | # of Spots | Gross Amount | Net Amount | *Tax 1 | Total |
|--------------------|------------|---------------------|---------------------|-----------------|---------------------|
| 10/01/12 -10/28/12 | 5 | \$9,350.00 | \$7,947.50 | \$39.74 | \$7,987.24 |
| 10/29/12 -11/06/12 | 56 | \$129,100.00 | \$109,735.00 | \$548.68 | \$110,283.68 |
| Totals | 61 | \$138,450.00 | \$117,682.50 | \$588.42 | \$118,270.92 |

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

| | |
|------------------------------|--------------|
| Station and Location: | Date: |
|------------------------------|--------------|

I, STRATEGIC MEDIA PLACEMENT

do hereby request station time concerning the following issue:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| | | | | | |

Total Charges:

This broadcast time will be used by: _____

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ **Yes**
☒ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

NOW OR NEVER PAC - 4131 N. MULBERRY DR. STE. 200, KANSAS CITY, MO. 64116
 TREASURER - JAMES C. THOMAS III

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

10/25/12

Date

[Signature]

Signature

10/25/12

Contact/Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐

Accepted

☐

Accepted in Part

☐

Rejected

Signature

Printed Name

Title